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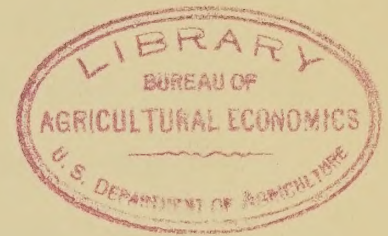
UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL ADJUSTMENT ADMINISTRATION
AND EXTENSION SERVICE COOPERATING
WASHINGTON, D. C.

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NOV 19 1937

SUGGESTED PRESS AND RADIO MATERIAL FOR USE OF STATE EXTENSION EDITORS
IN CONNECTION WITH "WHY" MEETINGS ON 1938 CONSERVATION PROGRAM

1. Six suggested weekly news stories.
2. Three suggested radio talks.
3. Copies of four National Farm and Home Hour Talks which
contain useful background radio material.



SUGGESTIONS FOR EDITORS ON PREPARATION OF RADIO MATERIAL ABOUT
"WHY" OF 1938 CONSERVATION PROGRAM

The following material is not intended as copy, but to suggest ideas for the development of talks. These have been prepared so as to avoid as far as possible the duplication of the ideas in the suggested weekly stories, as most of the stories themselves suggest ideas for talks. These and other talks could well be tied to the news peg of what farmers are doing in the fields right now. For example, corn-husking time leads into a discussion of Corn Belt program needs.

Bulletin G-77, "Agricultural Conservation in 1938 -- Why?" prepared for use in the community meetings suggests a discussion of how extremes of supply and price affect farm families and city families. Farm women and home demonstration agents are in an excellent position to discuss the effect on farm families. Women's club leaders and State college home economists could well discuss the effect on city families.

Suggested Notes for Radio Talk - No. 1--PLAIN FACTS ON THE
FARM SITUATION.

(Possible talk by State Chairman, Extension Director,
or other authority on crop situation.)

No one knows just exactly what problems the agriculture of this State and county will face in 1938---or just exactly how those problems should be met--all that we can go on are the best available facts--situation for important cash crops grown in State or region, such as supply, price, carry-over, exports, etc--(good national summaries may be gotten from bulletin, G-77 "Agricultural Conservation in 1938--Why?")

What does present situation mean for farmer's income?--
Soil situation--what does State or region need in way of soil conservation?--what will the 1938 conservation program provide to meet the problems of the farmer?--how will it help him with income through a better balance of national production through goals and through payments?--how will it help him to improve his soil through making better farming practices available through the soil-building goal?

Suggested Notes for Radio Talk - No. 2--DEFINITE AIM OF 1938

FARM-PLAN GOALS.

(Suggestion for talk by a committeeman or conversation between him and farmer or other person interested in goals.)

Most of us never start out down the road without knowing where we're going. We have a destination in mind. Without definite aim there is a waste of time and money without getting anywhere. Especially true of farming. You don't just go out and drill wheat until you get tired of it and then go out and plant alfalfa until you get tired or run out of seed. You figure out that you need to plant so many acres of this and so many acres of that. You make definite plans, set up goals, and then do the necessary work. So with the 1938 Agricultural Conservation Program. It is a definite plan. It has definite goals. In 1936 and 1937 conservation programs, the farmer had to take base acreage figures, work out from those the amount of diversion he needed to take part in the program, then decide what to do with the diverted land to conserve it, and then figure out how to earn the soil-building allowance. Not until then was he in a position to say, "I'll plant so many acres of this and so many acres of that and carry out such and such practices." In the 1938 program, he doesn't have all that--Definite acreage goal for soil-depleting crops--possibly special crop goal--and a soil-building goal--how arrived at--Represent farm's share in national goals--discussion of national goals, worked out by AAA, farmers, State colleges. Designed to protect consumer through balanced abundance at the same time they help farmers to protect soil, balance production, and move toward greater stability.

Suggested Notes for Radio Talk - No. 3 --- PERFORMANCE AND PAYMENTS

(Possible talk by committeeman or executive secretary, or conversation between either of these and a farmer of long experience.)

The 1938 Agricultural Conservation Program -- as 1936 and 1937 programs -- calls for definite performance on the part of farmers--Definite goals set up in program--goals must be reached to obtain full payments--program calls for farmer proving performance as part of plan to put all agriculture on a permanently sounder basis--payments merely help the farmer bear the cost of correcting difficulties that in many cases national policy has helped bring about--such as settlement of marginal land, etc--(see Farm and Home Talk on Restoration Land, herewith).

Closely connected with these difficulties are the disadvantages of farming as contrasted with industry--production control by industry--tariffs--smaller number of units in industry--etc--Payments are admission that not only farmers, but rest of Nation has interest in soil depletion and erosion--and has been a party to conditions that worked against the conservation of the soil.

Local examples of farming out of balance--erosion conditions--commodity prices--Now we must rescue the soil before it is too late and get farm production into balance with farm business--examples of work encouraged by 1938 program--we must have abundant supplies but we cannot impoverish the farmer and wreck the soil--these things mean ruin to farmers and nation--Recognizing this, the people of this country offer payments to encourage Nation--farmers to correct certain difficulties, not for the farmers' sake alone, but for all.

It's a business proposition--not relief. Results are expected.

INCOME ON FARMS,
NEW AAA PROGRAM
TO BE DISCUSSED

The effects of a low farm income on the land and how the goals set up in the 1938 Agricultural Conservation Program are planned to help farmers realize a better income will be discussed at a community meeting to be held _____, at _____, County Agent _____ announced today.

The meeting will be one of a series scheduled in this county to study the background and details of the new conservation program.

A bulletin, G-77, "Agricultural Conservation in 1938 - Why?", issued by the Agricultural Adjustment Administration, points out that when farm production is excessive and crop surpluses pile up, farm income goes down. Farmers then are unable to buy as many city-made goods, and business in general slows down and unemployment in cities follows. Unemployment in cities means lack of buying power for farm products, and prices received by farmers and farm income are pushed further down.

Under the pinch of low income, farmers in the past have been forced to overcrop their soil by keeping every possible acre in cash crops which deplete the soil and subject it to erosion.

It is estimated that land permanently ruined by erosion within the last 100 years in the United States is equal in area to all the farmland in two of the large midwestern agricultural States. If all this soil destruction had occurred in those two States, the ruin would have been more impressive, but not less costly, to the Nation.

The practice in some farming areas of continually growing a single cash crop with rarely a compensating soil-building crop in rotation, or as a cover crop, has so reduced the fertility that it is impossible for the farmers in those areas to maintain an equitable standard of living.

Goals provided in the 1938 AAA program are planned to bring about a better-balanced system of farming and to promote conservation of the soil. These goals, in the form of definite acreages of soil-depleting crops and a definite amount of soil-building practices, will provide abundant supplies of all crops, but for domestic needs and export, without the large surpluses that ruin prices, and at the same time the program encourages practices to conserve soil fertility. The new conservation program, like previous programs of the AAA, is expected to raise and sustain farm income in the following ways:

First, by keeping down burdensome surplus, thereby influencing the prices of and income from farm products; second, by encouraging more extensive use of efficient farming methods; third, by providing conservation payments to farmers, and fourth, by making the land able to produce more, when and if needed.

As in the past, the AAA will be assisted in carrying out the 1938 program by State, county, and community committees of farmers.

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BENEFITS TO CITY
CONSUMERS SEEN IN
AAA PROGRAMS

Benefits to be derived by city consumers from the 1938 Agricultural Conservation Program will be among the topics for discussion at a community meeting to be held _____ at _____ according to _____ county agent.

This meeting is one of a series being held by the county agent and county AAA committeemen for study of the background and details of the new program. The general subject of the program will be, "Agricultural Conservation in 1938 - Why?"

_____ says the effect of farm income on city people has been analyzed in Washington by Donald E. Montgomery, Consumers' Counsel for the AAA as follows:

The interest of consumers in the farm program, whether they live in cities or on the farms, is threefold. They want adequate supplies of foods and fibers to meet their needs. They want these supplies to remain stable year after year, avoiding so far as possible the drastic shortages which drought years bring, and they want to know that the ability of agriculture to produce adequate supplies in the future is being conserved through wise use of our land resources.

The achievement of these goals is not only in the consumer interest, but it is in harmony also with the objectives of a sound farm program. Maintenance of adequate current supplies is recognized in the acreage goals prescribed for certain crops in the 1938 program. These should result in sufficient foods and fibers to meet normal requirements of consumers. Although we

may well look forward to improved standards of living which will call for larger supplies of certain foods than now are normally consumed, the present goals of agriculture are properly designed to meet consumption requirements as they now exist.

Protection of consumers against the natural hazards of farming which result in low yields and reduced supplies of foodstuffs can be assured only when the carry-over of adequate reserve supplies becomes practicable. If protection of consumers against these hazards means depressed markets for the commodities which are being held, agriculture cannot afford to furnish this kind of public insurance. Something in addition to the measures which can be taken under the 1938 program is required if this second need of consumers is to be met.

The whole consuming public sooner or later pays for soil conservation or for the lack of conservation--either beforehand in the form of a conservation program or afterward in higher prices for scantier supplies. It is cheaper to prevent erosion and conserve the productive power of the soil while there is still good soil to conserve. Achievement of the goals of the 1938 AAA program will give the Nation this type of conservation.

The mutual adjustment of farm and consumer needs is a goal that can be realized. As agriculture has approached, through the recovery years, closer to income equality with the balance of the Nation, it has been possible to adjust the farm programs more precisely to these mutual interests of farm and city people. It is a problem of adjusting the balance with due regard to the interests of both. The 1938 conservation program makes its contribution to this continuing process.

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BETTER LAND
USE IS AIM
OF AAA PLAN

Maintenance of farm prices and income at a fair level so that farmers will not be forced to mine the fertility out of their soil by overcropping or other unwise use of the land is one of the principal aims of the 1938 Agricultural Conservation Program, _____ says, (or announces following local meeting).

_____ says that it is generally agreed that unstable prices affect farmland about as follows:

If farm commodity prices are ruinously low farmers tend to overcrop the land in an effort to make up in quantity of production what they lack in unit price, and if prices are abnormally high, farmers tend to mine the fertility out of the soil to get as much cash as possible.

Under the pinch of low prices and reduced income farmers virtually are forced to overcrop their soil year after year, to keep every possible acre in cash crops, even though this depletes their soil and subjects it to erosion. They are forced to do this because their fixed charges do not go down when prices of the things they sell go down. In an effort to get enough money to pay their taxes, interest, and necessary production costs, farmers often are forced to try all the harder to produce as much as they can.

The practice in some farming areas of continually growing cash crops with rarely a compensating soil-building crop in rotation, or as a cover crop, has so reduced the fertility that it is impossible to farm this land and maintain a fair standard of living.

Fluctuating farm prices and instability of farm income have prevented many farmers from making necessary improvements and carrying out soil-building practices that their land needed.

_____ explained further that when prices are high millions of acres of grassland are plowed up and seeded to cash crops and that other millions of acres of land, not well adapted for the purpose, temporarily are brought into production. All of this is done at the expense of the soil, and the ultimate loss, due to erosion and fertility taken from the land, usually exceeds the money obtained from the crop,

It is thriftier and cheaper to prevent erosion, and to conserve the productive power of the soil while there still is good soil to conserve, says _____. Unlimited production of soil-depleting crops, for all of which there is not a profitable demand, even at low prices, is an unwise use of soil resources.

The 1938 Agricultural Conservation Program is designed to assist farmers in maintaining fair prices and fair income and in making wise use of the soil, _____ points out.

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STABLE FARM
PLAN WILL BE
BUSINESS AID

An adequate and stable farm income for farms, resulting from a stable production of crops, which will in turn provide an aid for all business, is one of the purposes of the national crop goals which have been set up under the 1938 Agricultural Conservation Program, _____ says, (or announces following local meeting.) Each farm is to have its own goals as part of the national goals, it was pointed out.

Agriculture's immediate aim must be to produce, year after year insofar as possible, a volume of farm goods that normally is required by a growing population and which can be used by the available home and foreign markets at fair prices, _____ explains.

At the same time farmers want to avoid the waste of soil and labor that goes into producing unmarketable surpluses. These surpluses mean losses to the farmer, and this almost always has an adverse influence on business conditions in general.

In determining the proper level at which production should be stabilized, _____ gives several points that must be considered:

1. The need for soil conservation through efficient and economical land use, in order to preserve the productive power of the Nation's farmland for the future needs of the Nation.
2. The need of adequate and stable supplies, for domestic consumption and for available export outlets. To assure this there must be sufficient carry-over and reserves to meet shortages caused by drought or other uncontrollable natural causes.

3. The need for avoiding surpluses that will result in serious declines in farm prices and may result in industrial unemployment.

The purpose of the crop goals for 1938 is to help bring about the establishment of stable and adequate farm production and farm income in such balance with nonfarm production and nonfarm income as will provide a better living for all the people, according to _____.

Instability in farm production, prices, and income sooner or later affects the standard of living on the farm. When farm production is excessive, farm prices and farm income go down. The result is that farmers are financially unable to buy all the city-made goods they need. This leads to lowered general business activity and to unemployment in the cities. Unemployment in cities means lack of buying power for farm products. This in turn has a further adverse effect on farmers' prices and farmers' income.

On the other hand danger for farmers and city people also arises during boom periods. Often, in boom times, the consumer has to pay high prices for farm products or go without them, and the farmer has to pay high prices for equipment and other necessities.

The 1938 goals have been set at a level which should result in the production of an ample supply of food and fiber at fair prices to the farmer, and this stabilizing influence will be of mutual benefit to the farmer and the business world, _____ says.

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"WHY" OF 1938
FARM PLAN IS
MEETING TOPIC

Election of community committeemen and discussion of current farm problems and the objectives of the 1938 Agricultural Conservation Program will take place at the community meetings to be held in _____ county during _____ according to _____, chairman of the County Agricultural Conservation Committee.

The main outlines of the program were announced September 20, and since that time much work has been done on the details of the program as it applies to the individual farm.

The program for 1938 aims at much the same purpose as did the 1936 and 1937 programs, _____ says, but somewhat different methods are being used. At the meetings to be held in this county the reasons back of the provisions of the new program will be discussed as well as the provisions themselves.

The general outlines of the 1938 program are simpler than former programs, _____ says. There are three main points of the program that the farmer needs to know.

The first is that a single total payment, representing the amount that a farmer can earn, will be calculated at the beginning of the year. He will know just what he has to do to earn this payment. In general, to earn this payment, he will need to bring his farming into line with approved good farming methods. The 1938 program will measure this good farming by establishing two "goals" for each farm.

The second of these is the total soil-depleting crop goal, along with special soil-depleting crop goals, if any. These represent the farmer's share of a national goal of soil-depleting crops. This national goal is the acreage that it is calculated will produce an abundance of farm products, but not so large that it will bring surpluses and low prices and losses to farmers.

Third, and in addition to the soil-depleting crop goal, each farmer will have a soil-building goal established for his farm. This soil-building goal represents a total of soil-conserving practices for the farm. The farmer will be able to use about the same practices to reach this soil-building goal as were listed in the soil-conserving practices in 1937, but they will be counted on an acreage basis toward achieving the goal and not at any specified rate of payment.

The thing for the farmer to do will be to reach this soil-building goal, using a choice of methods to do it. If he reaches this soil-building goal, and if he does not exceed his soil-depleting crop goal, he will have met the conditions of the program and will be entitled to the full payment calculated for his farm, less the local costs of administration.

If a farmer has more acres in soil-depleting crops than he should have, as compared with his goal, his total payment will be reduced. Also, if he is short on his soil-building goal, he will receive a payment smaller than the full payment.

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POSSIBILITIES
OF 1938 AAA
PLAN OUTLINED

What the 1938 Agricultural Conservation Program can do and what it cannot do will be among the topics to be discussed at the community meetings on the new program which will be held _____ in _____, _____, _____
(time and place) (State)
in charge of the AAA program in this State says. Community committeemen to administer the 1938 program are also to be elected at these meetings.

_____ says that it is recognized that the conservation programs have limitations. This was pointed out by Secretary Wallace when the outlines of the 1938 program were announced. At that time Secretary Wallace said, "The Agricultural Conservation Program.....is not a production-control program. In the absence of other legislation that is now provided, normal weather conditions will again result in the accumulation of burdensome surpluses. But this fact does not preclude the use of the present program to further conservation and help maintain economic gains which agriculture has made since 1932."

The following are the generally conceded limitations and advantages of the 1938 program, _____ says:

It is generally recognized that the program cannot do some of the things which it is believed a complete farm program should do. The things the present program cannot do are: (1) It alone cannot prevent burdensome surpluses, (2) It cannot provide a means for storing reserves so that they will not depress prices, (3) It cannot fully insure the farmer against losses from natural calamities, such as drought.

However, the present program can help raise and keep up farm income (1) by

indirectly influencing the volume and therefore the prices of farm products, (2) by encouraging more extensive use of efficient farming operation, (3) by providing conservation payments to farmers, and (4) by making the land able to produce more, when and if needed. The program encourages soil conservation by providing part of the cash cost of putting certain approved practices into effect.

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